PRINCE EDWARD ISLAND

1989 TOURIST EXIT SURVEY

(May 15 - October 31)

Department of Tourism and Parks
Industry, Science and Technology Canada
February, 1989

DEPARTMENT OF TOURISM AND PARKS

1989 TOURIST EXIT SURVEY

FOREWORD

This report presents findings obtained from a survey of tourists exiting Prince Edward Island by air and auto from May 15 to October 31, 1989. The information derived from the survey represents a continuation of the data-collection process introduced in 1971 in the form of a comprehensive, full-season air and auto exit survey. The survey explored the basic demographics of visitors, their opinions and participation rates in relation to camping, awareness of special events and Anne of Green Gables attractions as well as involvement in winter recreation. In addition, visitor opinions related to Island products were examined.

The 1989 data, while not restricted to specific users, will hopefully be used by individuals familiar with the limitations of its applications. This information will be utilized within the Department for specific tourism planning/marketing purposes in addition to ongoing economic sectorial analysis.

The Department is indebted to Tourism Canada, C.N. Marine and Northumberland Ferries Ltd. for their cooperation.

For the purpose of the survey, the following definitions apply:

1. Tourist - A non-resident who visits the province for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. Party - One or more persons travelling together as a unit. For auto and recreation vehicle travellers, a unit is considered to include all persons travelling in a single vehicle.

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1989 TOURIST EXIT SURVEY
MAY 15 - OCTOBER 31, 1989
HIGHLIGHTS

GENERAL

Over 630,000 tourists visited Prince Edward Island by auto and air during the tourist season (May 15 - October 31, 1989).*

Approximately 93% of visitors travelled by auto; the balance arrived by air. Auto visitors stayed longer in 1989, averaging 4.6 nights, while air visitors stayed for an average of 7.4 nights, comparable to the 1988 tourist season.

Close to 81% of the tourists who visited Prince Edward Island did so during what is termed the "peak summer period" (June 12 - September 12). Visitation rates of 7% and 12% were experienced in the spring (May 15-June 11) and fall (September 13-October 31) shoulder periods respectively.

VISITOR PROFILES

Where do They Come From?

Nova Scotia, New Brunswick and Ontario are the major tourism markets for Prince Edward Island, representing 31%, 22% and 18% respectively of total visitation; Quebec accounts for 10% of visitors to the Island; New England, 8%; and other American States, 6%.

How Long do They Stay?

Visitors from the Maritimes, Central Canada and United States stayed for an average of 3.6, 5.4 and 8.1 nights respectively. There is a reasonable explanation for why the length of stay of visitors from areas outside the Maritimes is longer. Prince Edward Island's tourism market is essentially comprised of two parts: 1) The short-tripper market, which consists of visitors from Nova Scotia and New Brunswick; and 2) The long-haul vacation market, which is comprised of vacationers from regions beyond the Maritimes. On average, travellers will take three to four trips a year, usually two or three short trips and one long trip. Maritimers are more prone to spending their short trips within the Maritimes, which might include

*** The 1989 Exit Survey shows that more than 630,000 tourists visited Prince Edward Island from May 15 - October 31, 1989. This number reflects air and auto visitation only. The figure excludes travel by Via Rail, Cruise ships, Island Transit, SMT buses, bus tours and cycles. When these modes of transportation are included, total visitation to the province actually exceeds the 744,000 mark.**

a long weekend, thereby explaining their short length of stay within the region as compared to the longer vacation trips they spend outside the area. On the other hand, the Central Canadian and U.S. markets, by the very nature of their location, represent the long-haul vacation market. Since vacationers are traveling for a longer period of time to reach their destination, they tend to stay longer upon arrival.

Who are They?

Thirty-five percent (35%) of visitors represent one family with children; 34%, one couple travelling alone; 11%, a group of friends; and 9%, one person travelling alone.

Close to (25%) of respondents were professional, technical and related workers; 19% were retirees; 11%, craftsman, foremen and related workers; and 9%, managers, officials and proprietors.

Thirty-nine percent (39%) of respondents were university graduates; another 29% had completed secondary education; and 21% were educated at the post-secondary, non-university level.

Why do They Come?

The main purpose of the trip was sightseeing for 38% of visiting parties; about 20% state that visiting friends and relatives was their main motivation for coming; 17% indicate they came to participate in outdoor recreation sport; 15%, for business-related reasons; and 5%, for personal reasons.

CAMPER PROFILE

Why do They Come?

Over 24% of visitors camped in Prince Edward Island in 1989. About 15% of visitors decided to camp here because of the Island's beauty; another 15% state they enjoy the provincial parks; eleven (11%) came at the request of friends and relatives; an additional 11% say they prefer tne outdoors; 8% indicate they liked camping close to Cavendish Beach, while 7% camp here because they own land in Prince Edward Island.

What Type of Lodging did They use?

Almost 37% of campers stayed overnight in a tent; 26% used a hard-top camper; 23%, a motorhome; 7%, a van; and 6%, a tent camper.

What Type of Campground did They Stay in?

Sixty-two percent (62%) stayed overnight in a commercial campground; 23%, in a provincial campground and 15%, in a federal campground.

What did They Like Most About Their Stay in Island Campgrounds?

Over 19.2% of campers like the cleanliness of the campgrounds; 16%, their proximity to the North Shore; 12%, the recreation activities available; 11%, the provincial park scenery; and 7%, the quietness of the campgrounds.

What Suggestions do They Have for Improvement in Island Campgrounds?

Seventeen percent (17%) suggest that campground shower facilities could be improved; 16% indicate that larger campsites should be provided; 13% recommend improving toilet facilities, while 10% felt that unruly campers should be ejected from campgrounds.

Had They Camped in Prince Edward Island Before?

Almost 47% of campers had previously camped in Prince Edward Island.

Why did Some Visitors Make a Return Camping Trip to Prince Edward Island?

About 44% indicate they made a return camping trip because they enjoyed their previous one; 17%, because they liked the scenic location of the campground; 12% were visiting friends and relatives; and 10% appreciated the close proximity to the beaches.

How Often do They Take a Camping Trip When on a Summer Travel Vacation?

Thirty percent (30%) of campers state they take a camping trip 50% of the time; 26% suggest 75% of the time; and 19% indicate 25% of the time.

What do They Look for in a Campground?

Thirty-one (31%) of respondents say the most important quality they look for in a campground is cleanliness; 10% feel that showers are important; 9%, access to the beach; and 8% emphasize that there must be electrical hook-ups.

AWARENESS OF FESTIVALS AND EVENTS

How Many Visitors Have Attended Festivals or Events?

About 9% of respondents indicate they had attended a festival or event.

Did They Have any Prior Knowledge of Festivals or Events?

Fifty-one (51%) of those who attended festivals and events had prior knowledge of these.

What was Their Source of Information About Festivals and Events?

The primary source of information was word of mouth or friends and relatives for 28% of those who attended festivals and events; 25% suggest a newspaper was the source; 13%, radio advertising; 10%, the Boy Scouts Association; and 9% say the Visitors Guide motivated them to attend.

How Were Their Travel Plans Influenced by Festivals and Events?

Thirty-one percent (31%) state their travel plans were influenced completely by festivals and events; 5% indicate quite a lot; 22%, very little and 41.3%, not at all.

How Important are Festivals and Events to you When Selecting a Vacation Destination?

Only 4.1% of respondents feel that festivals and events are very important when selecting a vacation destination; 25.3% indicate these these are somewhat important; and 71% suggest they were not important at all.

What did They Particularly Like About the Festivals and Events They Attended?

Over 14% liked the fireworks on Canada Day; another 14% appreciated the music; approximately 12% felt the entertainment was good; and about 7% indicated that the food was delicious.

What Suggestions did They Offer for Improvement in Festivals and Events?

Almost 29% of respondents suggest that more activities should be provided at events, while 13% suggest that cleaner facilities should be provided for the Lobster Carnival.

AWARENESS OF ANNE OF GREEN GABLES

How Many Visitors are Familiar With the Anne of Green Gables Story?

Over 90% of visitors to Prince Edward Island are familiar with the Anne of Green Gables story.

How Many Tourists Have Visited Anne of Green Gables House Museum in Cavendish?

About 70% of visitors to P.E.I. have visited the Anne of Green Gables House Museum in Cavendish.

What Were Their Impressions of the Museum?

About 23% liked the antiques and periodic furniture; 11% admired the landscaping, flowers, etc; and 7% were impressed with the display in the rooms.

How Many Visitors Have Attended the Anne of Green Gables Theatre Play?

Almost 32% of visitors to Prince Edward Island have attended the Anne of Green Gables theatre play.

What Were Their Impressions of the Play?

Close to 19% of visitors feel the Anne of Green Gables play was an excellent production; 18% indicate the acting was superb; 16%, the dancing and music were impressive, while 7% state the play was very professional.

PARTICIPATION IN WINTER RECREATION

Which Winter Activities do Visitors Most Often Participate in?

Thirty-two percent (32%) of visitors often participate in cross-country skiing; 22%, in spectator hockey; 17%, in nature walks; and 10% in get-away week-ends.

How Many Visitors Would Travel to P.E.I. to Participate in Winter Recreation Packages?

Over 14% of visitors say they would travel to Prince Edward Island to participate in escape week-ends; 12%, to cross country ski; and 5%, to be involved in snow-mobiling packages.

AWARENESS OF PRINCE EDWARD ISLAND PRODUCTS

How Many Visitors Purchase P.E.I. Products in Their own Province or State?

Almost 70% of visitors indicate they have purchased P.E.I. products at home.

Which Products Have They Purchased Regularly?

Of those visitors who have regularly purchased P.E.I. products, 80% buy potatoes, while 7% purchase french fries.

Which Products Have They Purchased on Occasion?

Of those visitors who have purchased products on occasion, 34% buy potatoes; 13%, french fries; 11%, lobster and 7%, fish products.

Do They Feel Fresh Island Seafood is Readily Available in Island Restaurants?

Close to 96% of visitors to P.E.I. feel that Island seafood is readily available in Island restaurants.

Have They Eaten Fresh Island Seafood in Local Restaurants?

Approximately 82% of visitors have eaten fresh seafood in Island restaurants.

How do They Rate the Quality of the Island Seafood Product?

On a scale of 1 to 10, 42% of respondents rate the quality of Island seafood as 10; 26% as 9 and 23% as 8.

What Suggestions can They Offer for Improvements in the Promotion and/or Presentation of Island Seafood?

Ten percent (10%) of respondents suggested that we should promote fish, not just lobster; 8.5% suggested promoting daily freshly-caught seafood; 5.3% recommend that resaurants should not deep-fry seafood; and 3.6% say that seafood health benefits should be promoted.

What Other Island Products do They Feel Should be Promoted Vigorously?

About 16% of respondents feel that french fries should be promoted more vigorously; 10% suggest strawberries; 8%, fish; and 7%, carrots.

ENTIRE SEASON AIR AND AUTO

I. VISITOR PROFILE

A. TOTAL NUMBER OF VISITORS

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS*	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
TOTAL NON-RESIDENT TOURISTS	266,984	100.0	2.3647	631,350	100.0	4.9455	1,320,376	100.0

B. TYPE OF VISITOR

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS*	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) DAY	29,326	11.0	2.1070	61,792	9.8	0.0000	0	0.0
(02) OVERNIGHT	237,658	89.0	2.3965	569,558	90.2	5.5558	1320.376	100.0
TOTAL	266,984	100.0	2.3647	631,350	100.0	4.9455	1,320,376	100.0

C. MODE OF TRANSPORTATION

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS*	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) AUTO	236,551	88.6	2.4955	590,320	93.5	4.6314	1,095,561	83.0
(02) AIR	30,433	11.4	1.3482	41,030	6.5	7.3872	224,815	17.0
TOTAL	266,984	100.0	2.3647	631,350	100.0	4.9455	1,320,376	100.0

D. SEASON OF VISITORS

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) SPRING	23,897	9.0	1.8165	43,411	6.9	3.3983	81,210	6.2
(02) SUMMER	207,344	77.7	2.4840	515,054	81.6	5.3144	1,101,904	83.5
(03) FALL	35,743	13.4	2.0391	72,885	11.5	3.8402	137,262	10.4
TOTAL	266,984	100.0	2.3647	631,350	100.0	4.9455	1,320,376	100.0

* The 1989 Exit Survey shows that more than 631,000 tourists visited Prince Edward Island from May 15 - October 31, 1989. This number reflects air and auto visitation only. The figure excludes travel by Via Rail, cruise ships, Island Transit, SMT buses, bus tours and cycles. When these modes of transportation are included, total visitation to the province during this period actually exceeds the 744,000 mark.

ENTIRE SEASON AIR AND AUTO

E. PROVINCE/REGION OF ORIGIN

ORIGIN	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) NOVA SCOTIA	83,009	31.1	2.3222	192,770	30.6	3.4762	288,554	21.9
(02) NEW BRUNSWICK	59,896	22.5	2.3155	138,695	22.0	3.8807	232,437	17.6
(03) NEWFOUNDLAND	6,129	2.3	2.6408	16,186	2.6	6.2415	38,254	2.9
(04) QUEBEC	24,536	9.2	2.4680	60,555	9.6	5.3227	130,597	9.9
(05) ONTARIO	44,783	16.8	2.4990	111,915	17.8	5.4236	242,887	18.4
(06) OTHER CANADA	6,947	2.6	1.8775	13,043	2.1	8.5526	59,415	4.5
(07) NEW ENGLAND	19,664	7.4	2.4788	48,745	7.7	5.0826	99,945	7.6
(08) OTHER U.S.A.	17,665	6.6	2.2357	39,495	6.3	11.4417	202,118	15.3
(09) OTHER WORLD	3,984	1.5	2.2103	8,806	1.4	6.4395	25,655	1.9
SUB-TOTAL	266,613	100.0	2.3638	630,210	100.0	4.9505	1,319,862	100.0
NO RESPONSE	371		3.0728	1,140		1.3854	514	
TOTAL	266,984		2.3647	631,350		4.9455	1,320,376	

F. COUNTRY OF ORIGIN

ORIGIN	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) CANADA	225,300	84.5	2.3665	533,164	84.6	4.4037	992,144	75.2
(02) U.S.A.	37,329	14.0	2.3638	88,240	14.0	8.0919	302,063	22.9
(03) OTHER COUNTRIES	3,984	1.5	2.2103	8,806	1.4	6.4395	25,655	1.9
SUB-TOTAL	266,613	100.0	2.3637	630,210	100.0	4.9505	1,319,862	100.0
NO RESPONSE	371		3.0727	1,140		1.3854	514	
TOTAL	266,984		2.3647	631,350		4.9455	1,320,376	

ENTIRE SEASON AIR AND AUTO

G. OCCUPATION OF RESPONDENT

ORIGIN	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) PRO., TECH. & RELATED WORKER	66,521	24.7	2.3423	155,812	25.0	4.1817	278,168	21.1
(02) FARMER & FARM MANAGER	2,745	1.0	2.2087	6,063	1.0	3.8277	10,507	0.8
(03) MANAGER, OFFICIAL & PROPRIETOR	26,912	9.3	2.1824	58,733	10.1	8.7263	234,842	17.8
(04) CLERICAL & RELATED WORKER	10,291	4.0	2.4324	25,032	3.9	3.7185	38,267	2.9
(05) SALES WORKER	21,624	6.9	1.9970	43,184	8.1	3.1865	68,905	5.2
(06) CRAFTSMAN, FOREMAN & RELATED WORKER	25,128	10.9	2.7245	68,461	9.4	5.9434	149,345	11.3
(07) OPERATIVE & RELATED WORKER	7,496	3.3	2.7431	20,562	2.8	3.2934	24,687	1.9
(08) PRIVATE HOUSEHOLD WORKER	485	0.1	1.8536	899	0.2	11.9381	5,790	0.4
(09) SERVICE WORKER EXCEPT PRIVATE HOMES	12,668	5.5	2.7311	34,598	4.8	4.9278	62,426	4.7
(10) FARM LABOURER AND FARM FOREMAN	1,929	0.9	2.9528	5,696	0.7	4.2727	8,242	0.6
(11) LABOURER EXCEPT FARM & MINE	8,510	3.8	2.7846	23,697	3.2	3.6576	31,126	2.4
(12) STUDENT	8,245	2.9	2.2193	18,298	3.1	3.9181	32,305	2.4
(13) HOUSEWIFE	9,128	4.0	2.7922	25,487	3.4	4.4506	40,625	3.1
(14) RETIREE	54,142	18.9	2.2032	119,283	20.3	5.2624	284,919	21.6
(15) MILITARY	3,525	1.4	2.4190	8,527	1.3	3.7878	13,352	1.0
(16) UNEMPLOYED	2,244	1.0	2.7001	6,059	0.8	5.7522	12,908	1.0
(17) OTHER	4,923	1.5	1.9582	9,640	1.8	4.5105	22,205	1.7
SUB-TOTAL	266,516	100.0	2.3640	630,031	100.0	4.9476	1,318,619	100.0
NON-RESPONSE	468		2.8184	1,319		3.7543	1,757	
TOTAL	266,984		2.3647	631,350		4.9455	1,320,376	

H. PURPOSE OF TRIP

ORIGIN	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) CONVENTION/CONFERENCE	4,016	1.5	1.7946	7,207	1.1	3.9711	15,948	1.2
(02) MEETINGS, OTHER BUSINESS	41,139	15.4	1.4214	58,473	9.3	7.4197	305,239	23.2
(03) SHOPPING	240	0.1	2.5833	620	0.1	0.5833	140	0.0
(04) SIGHTSEEING	101,878	38.2	2.7509	280,260	44.5	3.4388	350,335	26.6
(05) OUTDOOR RECREATION SPORT	44,683	16.8	2.8050	125,337	19.9	5.5953	250,013	19.0
(06) PERSONAL AFFAIRS	12,347	4.6	2.1967	27,123	4.3	3.7436	46,222	3.5
(07) VISITING FRIENDS & RELATIVES	54,227	20.3	2.1063	114,221	18.1	5.5720	302,152	22.9
(08) PASSING THROUGH TO MAGDALEN ISLANDS	3,223	1.2	2.0000	6,446	1.0	3.0673	9,886	0.7
(09) OTHER	4,775	1.8	2.1183	10,115	1.6	8.0496	38,437	2.9
SUB-TOTAL	266,528	100.0	2.3630	629,802	100.0	4.9465	1,318,372	100.0
NO RESPONSE	456		3.3947	1,548		4.3947	2,004	
TOTAL	266,984		2.3647	631,350		4.9455	1,320,376	

ENTIRE SEASON AIR AND AUTO

I. AGE OF RESPONDENT

	MALES	%	FEMALES	%	TOTAL RESPONDENTS	%
(01) UNDER 15	223	0.1	11	0.0	234	0.1
(02) 15 - 19	1,281	0.6	1,313	1.9	2,594	1.0
(03) 20 - 24	9,211	4.7	6,087	8.9	15,298	5.8
(04) 25 - 29	20,119	10.2	8,467	12.4	28,586	10.8
(05) 30 - 34	29,243	14.8	9,543	13.9	38,786	14.6
(06) 35 - 39	28,604	14.5	8,118	11.9	36,722	13.8
(07) 40 - 44	29,524	15.0	11,102	16.2	40,626	15.3
(08) 45 - 54	24,708	12.5	10,337	15.1	35,045	13.2
(09) 55 - 64	26,080	13.2	7,485	10.9	33,565	12.6
(10) 65 & OVER	28,117	14.3	5,984	8.7	34,101	12.8
SUB-TOTAL	197,110	100.0	68,447	100.0	265,557	100.0
NO RESPONSE	860		567		1,427	
TOTAL	197,970		69,014		266,984	

J. GROUP COMPOSITION

RESPONSE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) ONE PERSON ALONE	59,511	22.3	1.0000	59,511	9.4	4.8080	286,127	21.7
(02) ONE FAMILY WITH CHILDREN	59,865	22.4	3.7242	222,948	35.3	5.3790	322,012	24.4
(03) TWO OR MORE FAMILIES	3,968	1.5	6.1532	24,416	3.9	3.4554	13,711	1.0
(04) ORGANIZED GROUP	724	0.3	5.4862	3,972	0.6	4.5760	3,313	0.3
(05) ONE COUPLE ALONE	108,385	40.6	2.0000	216,770	34.3	5.2442	568,389	43.0
(06) TWO OR MORE COUPLES	8,124	3.0	4.0449	32,861	5.2	4.3188	35,086	2.7
(07) GROUP OF FRIENDS	26,405	9.9	2.6838	70,865	11.2	3.4740	91,730	6.9
(08) OTHER	2	0.0	3.5000	7	0.0	4.0000	8	0.0
TOTAL	266,984	100.0	2.3647	631,350	100.0	4.9455	1,320,376	100.0

K. EDUCATION OF RESPONDENT

EDUCATION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
(01) ELEMENTARY	540	0.2	1.6778	906	0.1	3.0389	1,641	0.1
(02) SECONDARY - PARTIAL	10,704	4.1	2.4699	26,438	4.3	4.3630	46,702	3.6
(03) SECONDARY - COMPLETED	70,489	27.2	2.5329	178,539	29.1	5.1303	361,629	28.1
(04) POST SECONDARY NON-UNIVERSITY PARTIAL	7,723	3.0	2.1547	16,641	2.7	4.3152	33,326	2.6
(05) POST SECONDARY NON-UNIVERSITY COMPLETED	54,365	20.9	2.3656	128,607	21.0	4.0584	220,635	17.1
(06) UNIVERSITY - PARTIAL	14,413	5.6	2.1460	30,930	5.0	4.1081	59,210	4.6
(07) UNIVERSITY - COMPLETED	101,366	39.0	2.2763	230,740	37.7	5.5736	564,975	43.9
SUB-TOTAL	259,600	100.0	2.3606	612,801	100.0	4.9619	1,288,118	100.0
NO RESPONSE	7,384		2.5120	18,549		4.3686	32,258	
TOTAL	266,984		2.3647	631,350		4.9455	1,320,376	

II. CAMPER PROFILE

A. Did you do any camping in Prince Edward Island this trip?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	64,489	24.2
(02) NO	201,464	75.8
SUBTOTAL	265,953	100.0
NO RESPONSE	1,031	
TOTAL	266,984	

B. What made you decide to camp in PEI during this trip ?

COMMENT	TOTAL PARTIES	% OF RESPONSE
(01) CHEAPER TO CAMP	4,263	6.1
(02) THE FERRY RIDE	924	1.3
(03) TO AVOID CROWDS	2	0.0
(04) PREFER THE OUTDOORS	7,557	10.8
(05) BECAUSE OF PEI BEAUTY	10,801	15.4
(06) CAMPGROUNDS CLOSE TO OCEAN	794	1.1
(07) ALWAYS CAMP	4,431	6.3
(08) REQUEST OF FRIENDS/RELATIVES	7,771	11.1
(09) LITERATURE RECOMMENDS NATIONAL PARK	86	0.1
(10) CAMPING TRIP IN MARITIMES	786	1.1
(11) FRIENDS RECOMMENDED CAMPGROUND	1,355	1.9
(12) OWN LAND ON PEI	4,877	7.0
(13) RETURN CAMPER	618	0.9
(14) ENJOY PROV PARKS	10,716	15.3
(15) CAMPING CLOSER TO NATURE	171	0.2
(16) ON CAMPING HONEYMOON	2	0.0
(17) BEST MARITIME CAMPGROUND	108	0.2
(18) 1ST TIME CAMPER-PEI SAFE	227	0.3
(19) CAMP CLOSE TO CAVENDISH BEACH	5,752	8.2
(20) CLOSE TO NORTH SHORE BEACH	718	1.0
(21) IN A MOTORCADE	4,035	5.8
(22) CLOSE TO RELATIVES	1	0.0
(23) ATTEND BLUEGRASS FESTIVAL	124	0.2
(24) CHILDREN'S PLAYGROUND	2,093	3.0
(25) PEI CAMPGROUND CLEANER	1,693	2.4
(26) NO HOTEL ROOMS AVAILABLE	242	0.3
TOTAL	70,147	100.0

ENTIRE SEASON AIR AND AUTO

C. What type of lodging did you use ?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) TENT CAMPER	4,079	6.4
(02) HARD-TOP CAMPER	16,582	25.9
(03) TENT	23,493	36.7
(04) MOTOR HOME	15,011	23.4
(05) VAN	4,264	6.7
(06) OTHER	649	1.0
SUBTOTAL	64,078	100.0
NO RESPONSE	411	
TOTAL	64,489	

D. Type of campground stayed in and average rating. (scale 1 - 10, 10 being highest)

RESPONSE	TOTAL PARTIES	% OF RESPONSE	AVERAGE RATING
COMMERICIAL	42,300	62.2	8.3
PROVINCIAL	15,780	23.2	8.3
FEDERAL	9,976	14.7	8.5
TOTAL	68,056	100.0	8.4

ENTIRE SEASON AIR AND AUTO

E. What did you like most about your stay in Island campgrounds?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) COURTESY OF STAFF	3,713	4.2
(02) CAMPING CLOSE TO OCEAN	2,436	2.8
(03) RESERVATIONS NOT NECESSARY	17	0.0
(04) PROXIMITY TO NORTH SHORE	13,695	15.7
(05) SCENIC LOCATION OF PARKS	10,055	11.5
(06) NICE WOODED CAMPGROUNDS	944	1.1
(07) FRIENDS MADE ON PEI	1,503	1.7
(08) QUIETNESS OF CAMPGROUNDS	5,903	6.8
(09) CLEANLINESS OF CAMPGROUNDS	16,796	19.2
(10) CAMPGROUND WELL MAINTAINED	1,073	1.2
(11) LARGE SPACIOUS SITES	2,567	2.9
(12) PROXIMITY TO CITY	966	1.1
(13) AVAILABILITY TABLES, SHELTERS	132	0.2
(14) RECREATION ACTIVITIES	10,332	11.8
(15) CLOSE TO NATURE	95	0.1
(16) BEAUTY OF COUNTRYSIDE	3,586	4.1
(17) EXCELLENT WASHROOMS FACILITIES	4,556	5.2
(18) CLOSE TO TOURIST ATTRACTIONS	4,218	4.8
(19) PLEASANT RELAXED ATMOSPHERE	1	0.0
(20) ELECTRICAL, WATER, SEWER HOOKUPS	761	0.9
(21) CAMPFIRES PERMITTED	109	0.1
(22) SWIMMING POOL	876	1.0
(23) CAMPGROUND SECURITY	405	0.5
(24) PRICE OF CAMPSITE	983	1.1
(25) UNCROWDED	238	0.3
(26) GOOD SUPERVISION	128	0.1
(27) LACK OF COMMERCIALISM	330	0.4
(28) AVAILABILITY GOLF, CANTEEN, MOVIES, ETC	699	0.8
(29) OTHER	294	0.3
TOTAL	87,411	100.0

ENTIRE SEASON AIR AND AUTO

F. What suggestions can you offer for improvement?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) CANTEEN IN PROV PARKS	80	0.3
(02) IMPROVED SHOWER FACILITIES	4,079	17.0
(03) IMPROVE DIR SIGNS TO CAMPGRDS	526	2.2
(04) CONTROL MOSQUITOES	1,033	4.3
(05) PROVIDE HOT WATER SHOWERS	558	2.3
(06) EJECT UNRULY CAMPERS	2,281	9.5
(07) IMPROVE TOILET FACILITIES	3,177	13.3
(08) SHOULD HAVE TREED SITES	495	2.1
(09) WASHROOM OUTLETS FOR IRONS, DRYERS	507	2.1
(10) INFORMATION CLERK	255	1.1
(11) OPEN PROV PARKS EARLIER	25	0.1
(12) LEVEL CAMPSITES	580	2.4
(13) MORE GARBAGE CANS	170	0.7
(14) GROCERY STORE IN CAMPGROUND	635	2.7
(15) MORE SITES WITH ELECTRICAL HOOKUPS	484	2.0
(16) FIREPITS IN FEDERAL CAMPGROUNDS	542	2.3
(17) LARGER CAMPSITES	3,835	16.0
(18) EVENING SECURITY	374	1.6
(19) PAVEMENT ON CAMPSITES	152	0.6
(20) MORE EFFICIENT REGIST NAT PARK	421	1.8
(21) SECTION CAMPGROUNDS BY PARTY TYPE	215	0.9
(22) SECTION CAMPGROUNDS BY LODGING	1	0.0
(23) MORE PICNIC TABLES	42	0.2
(24) IMPROVE QUALITY OF STAFF	354	1.5
(25) MAKE FIREWOOD AVAILABLE	113	0.5
(26) INSTANT TELLER IN CAMPGROUNDS	1	0.0
(27) IMPROVE LAUNDRY FACILITIES	198	0.8
(28) ADVISE WHEN PARKS ARE FULL	49	0.2
(29) PROVIDE TISSUE IN WASHROOMS	269	1.1
(30) BETTER CHILDREN'S RECREATION	829	3.5
(31) MORE 3-WAY HOOKUPS	424	1.8
(32) PROVIDE PROFESSIONAL CHILD CARE	278	1.2
(33) NO FIRES IN CAMPGROUNDS	54	0.2
(34) DON'T COMMERCIALIZE CAMPGROUNDS	185	0.8
(35) ADVERTISE MORE EXTENSIVELY	727	3.0
TOTAL	23,948	100.0

ENTIRE SEASON AIR AND AUTO

G. Have you camped in Prince Edward Island before?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	29,662	46.9
(02) NO	33,529	53.1
SUBTOTAL	63,191	100.0
NO RESPONSE	1,298	
TOTAL	64,489	

H. Why did you take a return camping trip to PEI?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) ENJOYED PREVIOUS CAMPING TRIP	12,795	44.4
(02) TO ENJOY SEAFOOD	98	0.3
(03) FRIENDS MET ON PREVIOUS TRIPS	834	2.9
(04) VISIT FRIENDS/RELATIVES	3,381	11.7
(05) SCENIC LOCATION OF CAMPGROUND	4,748	16.5
(06) PEI CAMPGROUNDS RESTFUL	178	0.6
(07) CHEAPER ON PEI	409	1.4
(08) ALWAYS CAMP JULY 1 WEEKEND	617	2.1
(09) CAMP MARITIMES EACH SUMMER	1	0.0
(10) VARIETY OF CHILDREN'S ACTIVITIES	827	2.9
(11) BOY SCOUT JAMBOREE	189	0.7
(12) PARKS PROXIMITY TO BEACHES	2,833	9.8
(13) TO ATTEND SPECIFIC FESTIVALS	49	0.2
(14) REGULAR CAMPERS	49	0.2
(15) ATTEND FAMILY FUNCTIONS	293	1.0
(16) CAMPGROUND CLOSE TO CITY	728	2.5
(17) SEE MORE OF PEI	263	0.9
(18) ENJOY PEACE OF PEI CAMPGROUNDS	257	0.9
(19) CLEANLINESS OF CAMPGROUND	297	1.0
TOTAL	28,846	100.0

I. How often do you take a camping trip when on a summer travel vacation?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) RARELY	5,566	8.8
(02) 25% OF THE TIME	12,117	19.2
(03) 50% OF THE TIME	18,926	30.1
(04) 75% OF THE TIME	16,640	26.4
(05) 100% OF THE TIME	9,712	15.4
SUBTOTAL	62,961	100.0
NO RESPONSE	1,528	
TOTAL	64,489	

ENTIRE SEASON AIR AND AUTO

J. What do you look for in a campground?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) RECREATIONAL ACTIVITIES	6,067	5.5
(02) TREED SITES	1,979	1.8
(03) SHOWERS	10,883	9.9
(04) PLAYGROUND	422	0.4
(05) PRIVACY	7,635	6.9
(06) ECONOMICAL SITE PRICE	246	0.2
(07) SCENERY	3,808	3.5
(08) CLEAN WASHROOMS	5,491	5.0
(09) ELECTRICAL HOOKUPS	8,761	7.9
(10) WATER AT EACH SITE	742	0.7
(11) CLEANLINESS	34,351	31.2
(12) LAUNDRY FACILITIES	1,307	1.2
(13) COURTESY & FRIENDLINESS OF STAFF	854	0.8
(14) SECURITY OF CAMPGROUND	1,182	1.1
(15) LEVEL SITES	569	0.5
(16) TELEPHONE	29	0.0
(17) WOOD SUPPLY	439	0.4
(18) PICNIC TABLES	9	0.0
(19) MOSQUITO CONTROL	139	0.1
(20) CONVENIENT LOCATION	1,952	1.8
(21) ACCESS TO BEACH	10,266	9.3
(22) WELL OCCUPIED	19	0.0
(23) FIRE PITS NEAR OCEAN	781	0.7
(24) NOT MANY TREES	178	0.2
(25) SWIMMING POOL	1,891	1.7
(26) SPACIOUS SITES	5,389	4.9
(27) NOT TOO COMMERCIALIZED	706	0.6
(28) KITCHEN FACILITIES	390	0.4
(29) PEOPLE OF SAME AGE	545	0.5
(30) PROVINCIAL PARKS	65	0.1
(31) NOT TOO CROWDED	68	0.1
(32) SEPERATE ACCORDING TO PARTY TYPE	260	0.2
(33) CAMP STORE NEARBY	314	0.3
(34) QUIET	2,535	2.3
TOTAL	110,272	100.0

ENTIRE SEASON AIR AND AUTO

III. AWARENESS OF FESTIVALS AND EVENTS

A. Did you attend any festivals or events?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	24,704	9.3
(02) NO	241,599	90.7
SUB-TOTAL	266,303	100.0
NO RESPONSE	681	
TOTAL	266,984	

B. Did you have any prior knowledge of festivals or events?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	11,609	51.2
(02) NO	11,059	48.8
SUB-TOTAL	22,668	100.0
NO RESPONSE	2,036	
TOTAL	24,704	

ENTIRE SEASON AIR AND AUTO

C. What festivals or events did you hear about prior to arriving?
NOT REPRESENTATIVE OF THE TOTAL POPULATION

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) CENTENNIAL CUP HOCKEY	6	0.0
(02) DRAG RACES, OYSTER BED BRIDGE	52	0.4
(03) ABEGWEIT KENNEL DOG SHOW	715	5.2
(04) FESTIVAL OF DESCENDANTS	370	2.7
(05) WORLD JUNIOR SOFTBALL	808	5.8
(06) OLD HOME WEEK	300	2.2
(07) BLUE GRASS FESTIVAL	58	0.4
(08) BILL LYNCH MIDWAY	81	0.6
(09) CANADA DAY CELEBRATIONS	2,967	21.4
(10) BUSKERS - SUMMERSIDE	223	1.6
(11) "WELCOME TO SUMMER FESTIVAL"-MONTAGUE	25	0.2
(12) CRAFT FAIR SUMMERSIDE-JUNIOR SOFTBALL	1	0.0
(13) CANADA DAY NORTH RUSTICO	56	0.4
(14) CANADA DAY SUMMERSIDE	183	1.3
(15) MONTAGUE CAR SHOW	167	1.2
(16) SUNDAYS IN SUMMER CONCERT SERIES	1	0.0
(17) MORELL CANADA DAY	1	0.0
(18) BOY SCOUT JAMBOREE	2,249	16.2
(19) PEI IRISH HERITAGE FESTIVAL	25	0.2
(20) LOBSTER CARNIVAL	1,483	10.7
(21) SNOWBIRDS AIR SHOW	827	6.0
(22) PEI POTATO BLOSSOM FESTIVAL	320	2.3
(23) WEST POINT LIGHTHOUSE	149	1.1
(24) DUNOLLIE VAN CLUB	125	0.9
(25) CHARLOTTETOWN RACE WEEK	33	0.2
(26) SOURIS FIDDLE FESTIVAL	90	0.6
(27) ISLANDER DAY NATIONAL PARK	85	0.6
(28) ROARING TWENTY'S SHOW - SUMMERSIDE	57	0.4
(29) FIELD HOCKEY - CANADIAN MASTERS	12	0.1
(30) ST. PETERS BLUEBERRY FESTIVAL & HOMECOMING	210	1.5
(31) HARVEST OF THE SEA FESTIVAL	105	0.8
(32) TYNE VALLEY OYSTER FESTIVAL	89	0.6
(33) COLLECTORS' DAY, ORWELL	218	1.6
(34) ROLLO BAY FIDDLERS	39	0.3
(35) CANADIAN WOMENS FIELD HOCKEY TOURNAMENT	36	0.3
(36) CANADIAN JUNIOR GOLF TOURNAMENT	139	1.0
(37) GOLD CUP AND SAUCER RACE	616	4.4
(38) CLASS OF 61 FEAST	66	0.5
(39) HORSE RACE - CDP	97	0.7
(40) SENIOR LADIES GOLF TOURNAMENT	23	0.2
(41) OUT OF THE SEA - OVER THE COALS	135	1.0
(42) DUNDAS PLOWING MATCH	50	0.4
(43) ATLANTIC GOLF CLASSIC	163	1.2
(44) ACADIAN FESTIVAL	296	2.1
(45) GOLD CUP PARADE	101	0.7
TOTAL	13,852	100.0

D. What was your source of information about these festivals and events?

SOURCE OF INFORMATION	TOTAL PARTIES	% OF RESPONSE
(01) RADIO ADVERTISING	1,812	13.0
(02) MAGAZINE ADVERTISING	241	1.7
(03) AT OFF-ISLAND EVENTS	161	1.2
(04) NEWSPAPER	3,397	24.5
(05) WORD OF MOUTH - FRIEND/RELATIVES	3,835	27.6
(06) TV ADVERTISING	204	1.5
(07) FROM INVITATION TO EVENT	172	1.2
(08) INTERNATIONAL SOFTBALL FEDERATION	554	4.0
(09) PEI VISITORS GUIDE	1,252	9.0
(10) PEI VISITOR INFORMATION CENTRE	50	0.4
(11) BOY SCOUT ASSOCIATION	1,365	9.8
(12) POSTERS/SIGNS	52	0.4
(13) INVITATION TO PARTICIPATE	364	2.6
(14) QUEBEC TOURIST INFORMATION	90	0.6
(15) PREVIOUS VISITS	185	1.3
(16) ONTARIO GOLF ASSOCIATION	72	0.5
(17) CANADIAN GOLF ASSOCIATION	23	0.2
(18) TOUR PACKAGE INFORMATION	1	0.0
(19) CORRESPONDENCE FROM P.E.I. TOURISM	63	0.5
TOTAL	13,893	100.0

E. To what degree were your travel plans influenced by festivals and events?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) NOT AT ALL	5,910	41.3
(02) VERY LITTLE	3,153	22.0
(03) QUITE A LOT	763	5.3
(04) COMPLETELY	4,495	31.4
SUB-TOTAL	14,321	100.0
NO RESPONSE	10,383	
TOTAL	24,704	

F. How important are they to you when selecting a vacation destination?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) NOT IMPORTANT	16,638	70.5
(02) SOMEWHAT IMPORTANT	5,972	25.3
(03) VERY IMPORTANT	978	4.1
SUB-TOTAL	23,588	100.0
NO RESPONSE	1,116	
TOTAL	24,704	

ENTIRE SEASON AIR AND AUTO

G. Which festivals or events did you attend while in PEI and how would you rate them on a scale of 1 to 10?
NOT REPRESENTATIVE OF THE TOTAL POPULATION

FESTIVAL OR SOCIAL EVENT	TOTAL PARTIES	% OF RESPONSE	RATING (1-10)
(01) CENTENNIAL CUP HOCKEY	56	0.2	6.4
(02) DRAG RACES, OYSTER BED BRIDGE	586	2.4	7.2
(03) WORLD JUNIOR SOFTBALL	1,011	4.2	9.5
(04) FESTIVAL OF DESCENDANTS LINKLETTER	500	2.1	8.4
(05) CHARLOTTETOWN FESTIVAL	966	4.0	8.6
(06) BLUE GRASS FESTIVAL	441	1.8	9.5
(07) WELCOME TO SUMMER FESTIVAL	226	0.9	8.1
(08) CANADA DAY CEREMONIES - CHARLOTTETOWN	3,746	15.4	8.9
(09) BUSKERS - SUMMERSIDE	223	0.9	9.1
(10) CRAFT FAIR SUMMERSIDE	1	0.0	6.0
(11) CANADA DAY NORTH RUSTICO	75	0.3	7.8
(12) CANADA DAY SUMMERSIDE	246	1.0	9.3
(13) MONTAGUE CAR SHOW	167	0.7	9.0
(14) MORELL CANADA DAY	35	0.1	9.0
(15) SUNDAYS IN SUMMER CONCERT SERIES	74	0.3	6.1
(16) PEI IRISH HERITAGE FESTIVAL	25	0.1	8.0
(17) SNOWBIRDS AIR SHOW	1,314	5.4	9.6
(18) BOY SCOUT JAMBOREE	2,165	8.9	8.9
(19) LOBSTER CARNIVAL	2,841	11.7	8.1
(20) ST MARTIN'S FESTIVAL	320	1.3	10.0
(21) MORELL STRAWBERRY FESTIVAL	155	0.6	9.1
(22) PEI POTATO BLOSSOM FESTIVAL	81	0.3	7.0
(23) GEORGETOWN SUMMER DAYS	94	0.4	4.4
(24) WEST POINT LIGHTHOUSE DAYS	274	1.1	8.8
(25) VAN CLUB DUNOLLIF	125	0.5	9.0
(26) ROLLO BAY FIDDLER'S	406	1.7	8.0
(27) VERNON RIVER FIDDLE FESTIVAL	222	0.9	6.0
(28) ORWELL CORNER STRAWBERRY FESTIVAL	79	0.3	9.4
(29) LONG CREEK ICE CREAM SOCIAL	8	0.0	10.0
(30) CANADA DAY WELLINGTON	19	0.1	8.0
(31) SOURIS FIDDLE FESTIVAL	90	0.4	10.0
(32) SOURIS REGETTA	25	0.1	10.0
(33) NAUFRAGE FESTIVAL	25	0.1	10.0
(34) NORTHUMBERLAND FISHERIES FESTIVAL	473	1.9	7.0
(35) ISLANDER DAY-NATIONAL PARK	85	0.3	10.0
(36) ROARING TWENTIES	57	0.2	9.0
(37) CANADAIAN MASTERS FIELD HOCKEY	12	0.0	7.0
(38) ST. PETERS BLUEBERRY FESTIVAL	1,476	6.1	8.0
(39) HARVEST OF THE SEA FESTIVAL	185	0.8	10.0
(40) TYNE VALLEY OYSTER FESTIVAL	207	0.9	8.9
(41) COLLECTORS' DAY, ORWELL	218	0.9	8.0
(42) ACADIAN FESTIVAL	807	3.3	8.4
(43) HIGHLAND GAMES	53	0.2	6.5

G. Continued

ENTIRE SEASON AIR AND AUTO

FESTIVAL OR SOCIAL EVENT	TOTAL PARTIES	% OF RESPONSE	RATING (1-10)
(44) BILL LYNCH MIDWAY	1,735	7.1	8.3
(45) FRENCH RIVER ICE CREAM FESTIVAL	36	0.1	10.0
(46) CANADIAN WOMENS FIELD HOCKEY	36	0.1	8.0
(47) GOLD CUP PARADE	1,269	5.2	8.0
(48) KENSINGTON HARVEST FESTIVAL	134	0.6	8.0
(49) FESTIVAL OF DESCENDANTS	39	0.2	7.0
(50) GOLD CUP AND SAUCER	338	1.4	8.8
(51) CANADIAN JUNIOR GOLF CHAMPIONSHIP	95	0.4	7.5
(52) HORSE RACES - CDP	130	0.5	9.2
(53) ST. MARGARETS PARISH	175	0.7	7.0
(54) OUT OF THE SEA OVER THE COALS	1	0.0	10.0
(55) DUNDAS PLOWING MATCH	101	0.4	6.0
(56) OTHER	66	0.3	9.0
TOTAL	24,349	100.0	

ENTIRE SEASON AIR AND AUTO

H. What did you particularly like about the festivals and events you attended?
"not representative of the total population"

COMMENT	TOTAL PARTIES	% OF RESPONSE
(01) GOOD ENTERTAINMENT	2,875	12.0
(02) MEETING FRIENDS AT EVENTS	1,346	5.6
(03) HOSPITALITY DISPLAYED BY STAFF	264	1.1
(04) WELL ORGANIZED	1,186	5.0
(05) TO SEE HISTORY RE-ENACTED	86	0.4
(06) ENJOYED PARTICIPATING	605	2.5
(07) COSTUMES OF FESTIVAL DESCENDANTS	175	0.7
(08) SKILLED BALL PLAYERS	367	1.5
(09) THE GREAT NUMBER ATTENDING	1,179	4.9
(10) RECOGNITION OF FATHERS OF CONFED.	151	0.6
(11) MUSIC	3,343	14.0
(12) FIREWORKS - CANADA DAY	3,383	14.1
(13) NOT TOO CROWDED	341	1.4
(14) CANADA DAY PARADE OF BOATS-NORTH RUSTICO	1	0.0
(15) DOG SHOW - WELCOME TO SUMMER	25	0.1
(16) VARIETY OF CARS - MONTAGUE SHOW	167	0.7
(17) COMMUNITY SPIRIT	711	3.0
(18) FOOD FANTASTIC	1,783	7.4
(19) GREAT CANADA DAY SPEECHES	24	0.1
(20) FATHERS OF CONFED. PLAY	24	0.1
(21) SKILLED PILOTS - SNOWBIRDS	1,046	4.4
(22) LOBSTER EATING CONTEST	258	1.1
(23) LOBSTER CARNIVAL PARADE	214	0.9
(24) LOCATION OF EVENTS	234	1.0
(25) GREAT FACILITIES	567	2.4
(26) HORSE RACES	663	2.8
(27) NATIONALITIES CELEBRATION OF CANADA DAY	85	0.4
(28) THE BMX SHOW	345	1.4
(29) LOBSTER SUPPERS	27	0.1
(30) FESTIVALS HELD LOCALLY	319	1.3
(31) LACK OF COMMERCIALISM	395	1.7
(32) GOLD CUP PARADE BAND	233	1.0
(33) FLOATS GOLD CUP PARADE	971	4.1
(34) FRENCH SPOKEN AT EVENTS	309	1.3
(35) ACTIVITIES, GAMES, ETC.	164	0.7
(36) WASHROOM FACILITIES	15	0.1
(37) CHILDREN'S RECREATION	30	0.1
(38) HORSE RACES	23	0.1
TOTALS	23,934	100.0

ENTIRE SEASON AIR AND AUTO

I. What suggestions can you offer for improvment in festivals and events you attended?
not representative of the total population

SUGGESTION	TOTAL PARTIES	% OF RESPONSE
(01) EXTEND BUSKERS FESTIVAL	118	2.0
(02) FIREWORKS EARLIER JULY 1ST	390	6.5
(03) BEER TENT BY BALL PARK	379	6.3
(04) IMPROVE NORTHUMBERLAND FISHERIES FESTIVAL	210	3.5
(05) EVENT NOT COMPETING WITH ANOTHER	178	2.9
(06) BETTER EVENT ADVERTISING	348	5.8
(07) BETTER POST EVENT TRAFFIC FLOW	127	2.1
(08) MORE UPBEAT ENTERTAINMENT	1	0.0
(09) REDUCE PRICES	25	0.4
(10) BETTER SIGN DIRECTION TO FESTIVALS	64	1.1
(11) CLEANER FACILITIES- LOBSTER CARNIVAL	801	13.3
(12) UPGRADE EVENT- FESTIVAL SECURITY	125	2.1
(13) MORE LOBSTER AT LOBSTER CARNIVAL	332	5.5
(14) IMPROVE LOBSTER CARNIVAL	117	1.9
(15) MORE PERFORMANCES - SNOWBIRD	246	4.1
(16) ADVERTISE ACTIVITY TIMES	85	1.4
(17) SEATING FOR FESTIVAL OF DESCENDENTS	44	0.7
(18) EXCITEMENT FOR FESTIVAL OF DESCENDENTS	314	5.2
(19) MORE PIPERS HIGHLAND GAMES	26	0.4
(20) EVENTS TOO SPREAD OUT	41	0.7
(21) IMPROVE MUSIC AT FESTIVALS	152	2.5
(22) MORE ACTIVITIES AT EVENTS	1,722	28.5
(23) BETTER CROWD FACILITIES AT EVENTS	89	1.5
(24) MORE CRAFT EXHIBITS	101	1.7
TOTALS	6,035	100.0

ENTIRE SEASON AIR AND AUTO

IV. AWARENESS OF ANNE OF GREEN GABLES

A. Are you familiar with the Anne of Green Gables story?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	241,680	90.6
(02) NO	25,064	9.4
SUBTOTAL	266,744	100.0
NO RESPONSE	240	
TOTAL	266,984	

B. Have you ever visited Anne of Green Gables House Museum in Cavendish?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	167,146	69.5
(02) NO	73,503	30.5
SUBTOTAL	240,649	100.0
NO RESPONSE	1,031	
TOTAL	241,680	

ENTIRE SEASON AIR AND AUTO

C. What were your impressions of the museum?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) IMPRESSED WITH DISPLAY IN ROOMS	9,516	6.7
(02) LIKED LANDSCAPING, FLOWERS, ETC	15,441	10.9
(03) UNIQUE ARCHITECTURE OF HOUSE	4,371	3.1
(04) CLEANLINESS OF GROUNDS	5,902	4.2
(05) GOOD BACKGROUND TO ANNE STORY	2,548	1.8
(06) SIMILAR TO DESCRIPTION OF ANNE BOOKS	6,403	4.5
(07) HARD TO SEE UPPER ROOMS(TOO RESTRICTED)	372	0.3
(08) SEEMS VERY AUTHENTIC	4,787	3.4
(09) LIKED THE ANTIQUES, PERIOD FURNITURE	32,087	22.7
(10) SHOULD SEE ANNE BOOKS	142	0.1
(11) ENJOYED GUIDES EXPLANATION	6,942	4.9
(12) REVIVES INTEREST IN ANNE STORY	595	0.4
(13) OLD FASHIONED ATMOSPHERE	6,821	4.8
(14) IMPRESSIVE HOUSE RESTORATION	2,222	1.6
(15) WELL ORGANIZED DIRECTION INSIDE	4,879	3.4
(16) INTERESTING HISTORICAL BACKGROUND	3,859	2.7
(17) PORTRAYED ANNE STORY WELL	1,673	1.2
(18) FEELS ANNE STILL LIVES THERE	1,368	1.0
(19) HOUSE TOO DARK INSIDE	152	0.1
(20) LIKED LOCATION OF MUSEUM	1,287	0.9
(21) LIKED LACK OF COMMERCIALISM	322	0.2
(22) ENJOYED PERIOD COSTUME	921	0.7
(23) MUSEUM VERY SMALL	1,745	1.2
(24) LIKED THE HAUNTED WOODS NATURE TRAIL	7,921	5.6
(25) PROVIDE MORE ANTIQUE ARTIFACTS	339	0.2
(26) IMPRESSED WITH MUSEUM SIMPLICITY	1,811	1.3
(27) OVERPROMOTED	466	0.3
(28) HOUSE SIGNIFICANCE IS CONFUSING	235	0.2
(29) ROOM IDENTIFICATION IS NECESSARY	5,242	3.7
(30) HOUSE IS WELL MAINTAINED	3,942	2.8
(31) TOO TOURISTY	306	0.2
(32) LIKED ICE CREAM MACHINE	1,211	0.9
(33) HOUSE TOO CROWDED	753	0.5
(34) PROVIDE GUIDES AT ALL TIMES	1,418	1.0
(35) MUSEUM OPEN LATER EACH DAY	100	0.1
(36) TOO MODERN, UNEXPECTED	1,149	0.8
(37) THE TOUR WAS RUSHED	1,043	0.7
(38) REPRESENTS ANNE ERA VERY WELL	549	0.4
(39) TOUR EDUCATIONAL	268	0.2
(40) PARKING LIMITED	316	0.2
(41) CEILINGS TOO LOW TO BE AUTHENTIC	32	0.0
(42) BETTER SIGNAGE NEEDED FOR MUSEUM	10	0.0
(43) TOO COMMERCIALIZED	67	0.0
TOTAL	141,533	100.0

ENTIRE SEASON AIR AND AUTO

D. Have you ever attended the Anne of Green Gables theatre play?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	78,418	32.1
(02) NO	166,195	67.9
SUBTOTAL	244,613	100.0
NO RESPONSE	22,371	
TOTAL	266,984	

E. What were your impressions of the play?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) ENJOYED MATTHEW PARTICULARLY	2,372	3.0
(02) DANCING, MUSIC IMPRESSIVE	12,592	16.0
(03) EXCELLENT COSTUMES	1,056	1.3
(04) LIKED ANNE STORY	7,161	9.1
(05) ACTING EXCELLENT	13,822	17.6
(06) EXCELLENT PRODUCTION, STORY, MUSIC, DANCE	14,843	18.9
(07) PLAY PROFESSIONAL	5,434	6.9
(08) GREAT CHOREOGRAPHY	2,892	3.7
(09) ANNE PORTRAYED VERY WELL	3,814	4.9
(10) NEVER CHANGE PLAY	460	0.6
(11) TOO MUCH COMMERCIALISM IN THEATRE	31	0.0
(12) SHOULD BE MORE SERIOUS PLAY	58	0.1
(13) NOT CLOSE TO ANNE BOOKS	380	0.5
(14) DEPICTS PEI RURAL LIFE	525	0.7
(15) AMUSING SCENES	4,075	5.2
(16) AUTHENTIC FURNITURE ON SET	1,052	1.3
(17) DIFFERENT FROM MOVIE	951	1.2
(18) SETS IMPRESSIVE	2,580	3.3
(19) TICKET TOO EXPENSIVE	99	0.1
(20) LIKED LIGHTHEARTED ATMOSPHERE OF MUSICAL	1,612	2.1
(21) MOVING STORY	849	1.1
(22) THERE WAS NOT ONE MEMORABLE SONG	283	0.4
(23) EXCELLENT STAGE DIRECTION	283	0.4
(24) PLAY EDUCATIONAL	270	0.3
(25) WELL WRITTEN PLAY	174	0.2
(26) MUSIC TOO LOUD	90	0.1
(27) DIDN'T REFLECT PEI'S WAY OF LIFE	105	0.1
(28) CHEAP SETS	34	0.0
(29) POOR SOUND QUALITY	68	0.1
(30) CLOSE TO ANNE BOOKS	467	0.6
(31) ANNE ACTRESS TOO OLD	70	0.1
TOTAL	78,502	100.0

ENTIRE SEASON AIR AND AUTO

F. On a scale of 1 to 10, how would you rate the marketing or presentation of the Anne of Green Gables story to the public in the following forms?

MEDIA	TOTAL PARTIES	% OF RESPONSE	AVERAGE RATING
(01) THEATRE	76,941	9.8	9.1
(02) MUSEUMS	149,990	19.2	8.4
(03) SOUVENIRS	182,412	23.3	7.4
(04) TOURISM PROMOTIONS	197,910	25.3	8.3
(05) ATTRACTIONS	175,443	22.4	7.9
TOTAL	782,696	100.0	

ENTIRE SEASON AIR AND AUTO

V. PARTICIPATION IN WINTER RECREATION

A. (1) HOW OFTEN DO YOU PARTICIPATE IN THE FOLLOWING ACTIVITIES?

RESPONSE	CROSS COUNTRY SKI		NATURE WALKS		GET-AWAY WEEKENDS		SLEIGH RIDES		SNOW MOBILING		SPECTATOR CURLING		CURLING PARTICIPANT		PARTICIPANT CURLING TOURNAMENT		SPECTATOR HOCKEY		HOCKEY PLAYER		PARTICIPANT HOCKEY TOURNAMENT	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) OFTEN	85,237	32.0	46,474	17.4	26,997	10.1	13,049	4.9	28,516	10.7	10,572	4.0	11,642	4.3	7,665	2.9	59,243	22.2	17,521	6.6	10,339	3.9
2) OCCASIONALLY	28,963	10.9	38,930	14.6	51,600	19.3	21,037	7.9	14,924	5.6	11,509	4.3	8,837	3.3	7,548	2.8	26,842	10.1	11,099	4.2	9,277	3.5
3) NEVER	152,562	57.2	181,263	68.0	188,151	70.5	231,722	87.2	222,329	83.7	244,333	91.7	251,199	92.5	251,199	94.3	180,621	67.7	237,992	89.2	246,948	92.6
SUB-TOTAL	266,762	100.0	266,667	100.0	266,748	100.0	265,808	100.0	265,769	100.0	266,414	100.0	271,678	100.0	266,412	100.0	266,706	100.0	266,612	100.0	266,564	100.0
NO RESPONSE	222		317		236		1,176		1,215		570		676		572		278		372		420	
TOTAL	266,984		266,984		266,984		266,984		266,984		266,984		272,354		266,984		266,984		266,984		266,984	

B. WOULD YOU TRAVEL TO P.E.I. DURING THE WINTER MONTHS IF THE FOLLOWING TOURISM PACKAGES WERE DEVELOPED?

RESPONSE	CROSS-COUNTRY SKI		ESCAPE WEEKEND		SNOWMOBILING		CURLING SPECTATOR		CURLING TOURNAMENT PARTICIPANT		HOCKEY SPECTATOR		HOCKEY TOURNAMENT SPECTATOR	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) YES	30,704	11.7	37,334	14.2	12,968	5.0	4,379	1.7	5,495	2.1	11,691	4.5	8,273	3.2
2) NO	231,583	88.3	224,816	85.8	248,723	95.0	256,872	98.3	255,477	97.9	249,666	95.5	252,712	96.8
SUB-TOTAL	262,287	100.0	262,150	100.0	261,691	100.0	261,251	100.0	260,972	100.0	261,357	100.0	260,985	100.0
NO RESPONSE	4,697		4,834		5,293		5,733		6,012		5,627		5,999	
TOTAL	266,984		266,984		266,984		266,984		266,984		266,984		266,984	

ENTIRE SEASON AIR AND AUTO

VI. AWARENESS OF ISLAND PRODUCTS

A. Do you purchase Prince Edward Island products in your own province or state?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	184,014	69.7
(02) NO	79,885	30.3
SUBTOTAL	263,899	100.0
NO RESPONSE	3,085	
TOTAL	266,984	

B. What products have you purchased, how often have you purchased them and how would you rate them on a scale of 1 - 10?

PRODUCT	REGULARLY	% OF RESPONSE	OCCASIONALLY	% OF RESPONSE	AVERAGE RATING
(01) POTATOES	154,584	80.2	18,955	33.5	8.8
(02) TOMATOES	134	0.1	156	0.3	8.8
(03) FISH	821	0.4	3,908	6.9	8.7
(04) MUSHROOMS	399	0.2	236	0.4	8.6
(05) OYSTERS	216	0.1	1,161	2.1	8.8
(06) CANNED CLAM CHOWDER	93	0.0	636	1.1	9.3
(07) LOBSTER	1,918	1.0	6,226	11.0	8.9
(08) VEGETABLES	5,372	2.8	1,735	3.1	8.7
(09) ICE CREAM	3,562	1.8	3,517	6.2	9.0
(10) CHEESE	3,492	1.8	1,685	3.0	9.2
(11) POTATO CHIPS	1,829	0.9	2,138	3.8	8.4
(12) MUSSELS	1,199	0.6	961	1.7	9.4
(13) PRESERVES	479	0.2	1,029	1.8	9.1
(14) FRENCH FRIES	14,214	7.4	7,446	13.2	8.6
(15) BUTTER	1,007	0.5	113	0.2	8.7
(16) MILK	548	0.3	427	0.8	8.8
(17) STRAWBERRIES	189	0.1	1,627	2.9	8.7
(18) BEER	94	0.0	513	0.9	8.9
(19) HONEY	155	0.1	158	0.3	9.4
(20) SEEDS	182	0.1	546	1.0	9.7
(21) FRUIT	288	0.1	364	0.6	9.2
(22) CORN	462	0.2	376	0.7	9.7
(23) CLAMS	143	0.1	972	1.7	9.0
(24) GRAIN	83	0.0	188	0.3	9.0
(25) YO-CREAM	-	0.0	385	0.7	8.2
(26) YOGURT	276	0.1	285	0.5	8.5
(27) SCALLOPS	-	0.0	295	0.5	9.0
(28) MEAT	275	0.1	310	0.5	10.0
(29) FIDDLEHEADS	46	0.0	-	0.0	9.0
(30) BLUEBERRIES	296	0.2	49	0.1	9.2
(31) CRANBERRIES	275	0.1	90	0.2	9.9
(32) MAPLE SYRUP	-	0.0	33	0.1	10.0
TOTAL	192,631	100.0	56,520	100.0	

ENTIRE SEASON AIR AND AUTO

C. Do you feel that fresh island seafood is readily available in island restaurants?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	244,004	95.5
(02) NO	11,471	4.5
SUBTOTAL	255,475	100.0
NO RESPONSE	11,509	
TOTAL	266,984	

D. Have you eaten fresh island seafood in our local restaurants?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) YES	215,910	82.4
(02) NO	46,261	17.6
SUBTOTAL	262,171	100.0
NO RESPONSE	4,813	
TOTAL	266,984	

E. On a scale of 1 - 10, how would you rate the quality of the island seafood product?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) ONE	302	0.2
(02) TWO	210	0.1
(03) THREE	114	0.1
(04) FOUR	214	0.1
(05) FIVE	2,350	1.6
(06) SIX	2,177	1.5
(07) SEVEN	8,312	5.6
(08) EIGHT	33,495	22.5
(09) NINE	38,714	26.0
(10) TEN	63,226	42.4
SUBTOTAL	149,114	100.0
NO RESPONSE	34,900	
TOTAL	184,014	
AVERAGE OVERALL RATING >		8.9

ENTIRE SEASON AIR AND AUTO

F. What suggestions can you offer for improvement in the promotion and/or presentation of island seafood?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) PROMOTE SAFETY OF MUSSELS	398	1.2
(02) INDICATE SEAFOOD RESTAURANTS ON SIGNS	342	1.1
(03) PROMOTE CULINARY INSTITUTE	132	0.4
(04) SERVE WHOLE CLAMS NOT CLAM STRIPS	381	1.2
(05) RESTAURANTS SHOULD BUY FRESH FISH LOCALLY	584	1.8
(06) LABEL PEI SEAFOOD IN MARKET	456	1.4
(07) TV PROMOTION SEAFOOD	605	1.9
(08) SEAFOOD ALL YOU CAN EAT BUFFETS	326	1.0
(09) PROMOTE FRESH CAUGHT DAILY SEAFOOD	2,750	8.5
(10) INCLUDE SEAFOOD INFO IN TRAVEL PACKAGES	149	0.5
(11) MORE SEAFOOD MAGAZINE ADS	144	0.4
(12) TRADE SHOW SEAFOOD PRESENTATIONS	154	0.5
(13) DO NOT PROMOTE FROZEN SEAFOOD	89	0.3
(14) ADVERTISE FRESH FISH ON BILLBOARD	464	1.4
(15) COLOR PHOTOS VISITORS GUIDE	74	0.2
(16) ADVERTISE ON FERRIES - VIDEOS	29	0.1
(17) RADIO SEAFOOD PROMOTIONS	424	1.3
(18) OPEN LOBSTER SUPPERS EARLIER IN SEASON	378	1.2
(19) LABEL PEI EXPORTED SEAFOOD	576	1.8
(20) ADVERTISE CHEAPER SEAFOOD PRICES	221	0.7
(21) SEAFOOD LITERATURE IN HOTEL ROOMS	402	1.2
(22) MORE SEAFOOD INFORMATION IN BROCHURES	352	1.1
(23) FAST FOOD LOBSTER STANDS	589	1.8
(24) DO NOT DEEP FRY SEAFOOD	1,727	5.3
(25) FANCIER SEAFOOD RECIPES IN RESTAURANTS	1,590	4.9
(26) ROADSIDE FISH STANDS	1,032	3.2
(27) USE FISHING VILLAGE IN SEAFOOD PROMOTION	256	0.8
(28) PROMOTE FISH NOT JUST LOBSTER	3,258	10.0
(29) IMPROVE WESTERN CANADA MARKETING	251	0.8
(30) REDUCE LOBSTER FISH PRICES	2,616	8.1
(31) UPGRADE RESTAURANT SERVICE	1,042	3.2
(32) LARGE SUPERMARKET SEAFOOD DISPLAYS	229	0.7
(33) MORE SEAFOOD RESTAURANTS	978	3.0
(34) ADVERTISE LARGER MARKET AREA	403	1.2
(35) DO A VAN PROMOTION ISLAND WIDE	27	0.1
(36) FISH MARKETS SHOULD SERVE COOKED FISH	345	1.1
(37) INCLUDE LOBSTER IN AIRPORT DISPLAY	67	0.2
(38) IMPROVE LOBSTER SUPPER ADVERTISEMENTS	586	1.8
(39) PROMOTE HISTORY PEI SEAFOOD INDUSTRY	152	0.5
(40) IMPROVE ADS FOR FROZEN PACKS OF LOBSTER	134	0.4
(41) PROMOTE SEAFOOD HEALTH BENEFITS	1,180	3.6
(42) PROMOTE PEI LOBSTER MARITIME RESTAURANTS	518	1.6
(43) USE SEAFOOD PEI TOURISM COMMERCIALS	33	0.1
(44) GIFT PKG ASSORTED SEAFOOD	167	0.5
(45) LOBSTER OUTLET AT FERRY TERMINALS	497	1.5

ENTIRE SEASON AIR AND AUTO

F. Continued

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(46) PROVIDE "CATCH OF THE DAY SPECIALS" RESTAURANTS	219	0.7
(47) MORE FRESH MUSSELS, OYSTERS, CLAMS IN RESTAURANTS	873	2.7
(48) PROMOTE TASTING TOURS IN MARKET AREAS	104	0.3
(49) IMPROVE SEAFOOD PREPARATION IN RESTAURANTS	391	1.2
(50) CHILD SIZE SERVINGS IN PEI RESTAURANTS	276	0.8
(51) IMPROVE LOBSTER PLATE PRESENTATION IN RESTAURANTS	402	1.2
(52) PROMOTE BLUE MUSSELS	213	0.7
(53) INCREASE SERVING SIZE IN RESTAURANTS	655	2.0
(54) GREATER VARIETY OF SEAFOOD IN RESTAURANTS	158	0.5
(55) PROMOTE CRAB	73	0.2
(56) RATING SYSTEM FOR RESTAURANTS	960	3.0
(57) STANDARDS FOR DESIGNATION OF SEAFOOD RESTAURANTS	23	0.1
(58) HIRE CHEFS WHO SPECIALIZE IN SEAFOOD	954	2.9
(59) PROMOTE PEI SEAFOOD IN NEW ENGLAND	69	0.2
TOTAL	32,477	100.0

ENTIRE SEASON AIR AND AUTO

G. What other island products do you feel deserve to be promoted more vigorously?

RESPONSE	TOTAL PARTIES	% OF RESPONSE
(01) TURNIPS	468	1.2
(02) GRAINS	225	0.6
(03) LOBSTER	1,072	2.8
(04) CLAMS	1,008	2.6
(05) MAPLE SUGAR	35	0.1
(06) CHEESE	1,201	3.1
(07) FISH	3,152	8.2
(08) MEAT	588	1.5
(09) HONEY	830	2.2
(10) STRAWBERRIES	3,815	9.9
(11) WATER	130	0.3
(12) LAMB	492	1.3
(13) IRISH MOSS	58	0.2
(14) FRENCH FRIES	6,214	16.1
(15) BEER	611	1.6
(16) FIDDLEHEADS	329	0.9
(17) OYSTERS	1,282	3.3
(18) SCALLOPS	558	1.4
(19) SOYBEANS	22	0.1
(20) PRESERVES	1,941	5.0
(21) MUSSELS	2,070	5.4
(22) QUAHOGS	182	0.5
(23) CARROTS	2,700	7.0
(24) POULTRY	264	0.7
(25) POTATO CHIPS	687	1.8
(26) TAFFY	69	0.2
(27) YO-CREAM	319	0.8
(28) RHUBARB	10	0.0
(29) FRUIT	812	2.1
(30) POTATO ICE CREAM	102	0.3
(31) COWS ICE CREAM	1,600	4.2
(32) BAKED GOODS	498	1.3
(33) YOGURT	567	1.5
(34) CANNED SEAFOOD	388	1.0
(35) RASPBERRIES	501	1.3
(36) BLUEBERRIES	288	0.7
(37) CORN	253	0.7
(38) WOOL	522	1.4
(39) HOMEMADE CANDY	44	0.1
(40) OTHER	2,643	6.9
TOTAL	38,550	100.0

1989 TOURIST EXIT SURVEY
P.E.I. DEPARTMENT OF TOURISM & PARKS

No 1|__|__|__|__| Interviewer 5|__| Day 6|__|__|

Month 8|__|__| Flight 10|__|__|__|__| Code 14|__|__|__|__| Sex 18|__|

I. VISITOR PROFILE

a) 19|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|
city/town/community

39|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|
province/state

59|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__| 79|__|__|
Country other than Canada, U.S.

b) How many people are in your group? 81|__|__|

c) In which of the following age groups do you belong?

1) under 15
2) 15 - 19
3) 20 - 24
4) 25 - 29
5) 30 - 34
6) 35 - 39
7) 40 - 44
8) 45 - 54
9) 55 - 64
10) 65 and over 83|__|__|

d) When did you enter P.E.I.? Day _____ Month _____ 85|__|__| 87|__|__|

e) How many nights did you stay in P.E.I.? _____ 89|__|__|

f) Which of the following catagories best describes your party composition?

1) one person alone
2) one family with children
3) two families with children
4) organized group
5) one couple alone
6) two or more couples
7) group of friends
8) other _____ 91|__|

g) What is your occupation? _____ 92|__|__|

h) What level of education have you last attended?

1) elementary
2) secondary-partial completion
3) secondary-completed
4) post-secondary (non-university) partial completion
5) post-secondary (non-university) completed
6) university - partial completion
7) university - completion 94|__|

What is the main purpose of your trip?

1) convention/conference
2) meetings, other business
3) shopping
4) sightseeing
5) outdoor recreation sport
6) personal affairs
7) visiting friends/relatives
8) commuting
9) passing through to Magdalen Islands
10) other _____ (specify)

95|__|__|

II. CAMPING

a) Did you do any camping on Prince Edward Island this trip? 1) yes 2) no 97|__|
(If 'yes' continue, otherwise skip to Section III)

b) What made you decide to camp on P.E.I. during this trip?

(i) _____ 98|__|__|

(ii) _____ 100|__|__|

(iii) _____ 102|__|__|

c) Which of the following types of lodging did you use?

1) tent camper
2) hard top camper
3) tent
4) motor home
5) van
6) other _____ (specify) 104|__|

d) Did you stay overnight in any of the following types of Island campgrounds? 1) yes 2) no
[If 'no' proceed to Question II(g)]

On a scale of 1 to 10 (10 being the highest) how would you rate the quality of Island campgrounds?

(i) commercial campground 105|__| 1 2 3 4 5 6 7 8 9 10 106|__|__|

(ii) provincial campground 108|__| 1 2 3 4 5 6 7 8 9 10 109|__|__|

(iii) federal campground 111|__| 1 2 3 4 5 6 7 8 9 10 112|__|__|

e) What did you like most about your stay in Island campground(s)?

(1) _____ 114|__|__|

(2) _____ 116|__|__|

(3) _____ 118|__|__|

f) What suggestions can you offer for improvement?

(1) _____ 120|__|__|

(2) _____ 122|__|__|

(3) _____ 124|__|__|

g) Have you camped on Prince Edward Island before? 1) yes 2) no 126|__|

h) Why did you take a return camping trip to P.E.I.?

(1) _____ 127|__|__|

(2) _____ 129|__|__|

(3) _____ 131|__|__|

i) How often do you take a camping trip when on a summer travel vacation?

1) rarely
2) 25% of the time
3) 50% of the time
4) 75% of the time
5) 100% of the time 133|__|

j) How often do you go camping within a:

a) 50 mile radius 1) rarely 2) 25% 3) 50% 4) 75% 5) 100% 134|__|

b) 50 - 100 mile radius 1) rarely 2) 25% 3) 50% 4) 75% 5) 100% 135|__|

c) 100 - 200 mile radius 1) rarely 2) 25% 3) 50% 4) 75% 5) 100% 136|__|

d) 200 - 400 mile radius 1) rarely 2) 25% 3) 50% 4) 75% 5) 100% 137|__|

e) 400 and over mile radius 1) rarely 2) 25% 3) 50% 4) 75% 5) 100% 138|__|

k) What do you look for in a campground?

(1) _____ 139|__|__|

(2) _____ 141|__|__|

(3) _____ 143|__|__|

III. FESTIVALS AND SPECIAL EVENTS

a) Did you attend any festivals or special events during your stay in Prince Edward Island? 1) yes 2) no 145|__|
(If 'no' proceed to Section IV)

b) Did you have any prior knowledge of the festivals and events being held on P.E.I. before your arrival? 1) yes 2) no 146|__|
[If 'yes' continue, otherwise skip to Question (f)]

c) What festivals and/or special events did you hear about prior to arriving?

(1) _____ 147|__|__|

(2) _____ 149|__|__|

(3) _____ 151|__|__|

d) What was your source of information about these festivals or events?

(1) _____ 153|__|__|

(2) _____ 155|__|__|

(3) _____ 157|__|__|

e) To what degree were your travel plans influenced by these festivals and events?
1) not at all
2) very little
3) quite a lot
4) completely 159|__|

f) How important are festivals and events to you when selecting a vacation destination?
1) not important
2) somewhat important
3) very important 160|__|

g)

Which festivals or events did you attend while on Prince Edward Island?		On a scale of 1 to 10 (10 being the highest) how would you rate the quality of these festivals and/or events?	
(1) _____	161|__|__|	1 2 3 4 5 6 7 8 9 10	163|__|__|
(2) _____	165|__|__|	1 2 3 4 5 6 7 8 9 10	167|__|__|
(3) _____	169|__|__|	1 2 3 4 5 6 7 8 9 10	171|__|__|
(4) _____	173|__|__|	1 2 3 4 5 6 7 8 9 10	175|__|__|
(5) _____	177|__|__|	1 2 3 4 5 6 7 8 9 10	179|__|__|

h) What did you particularly like about the festivals and events you attended?

(1) _____ 181|__|__|

(2) _____ 183|__|__|

(3) _____ 185|__|__|

i) What suggestions can you offer for improvement in festivals and events you attended?

(1) _____ 187|__|__|

(2) _____ 189|__|__|

(3) _____ 191|__|__|

IV. ANNE OF GREEN GABLES

a) Are you familiar with the Anne of Green Gables story? 1) yes 2) no 193|__|
(If 'yes' continue, otherwise skip to Section V)

b) Have you ever visited Anne of Green Gables House Museum in Cavendish? 1)yes 2)no 194|__|
[If 'yes' continue, otherwise skip to Question (d)]

c) What was your impression of the museum?

(1) _____ 195|__|__|

(2) _____ 197|__|__|

(3) _____ 199|__|__|

d) **Have you ever attended the Anne of Green Gables theatre play? 1) yes 2) no 201|__|**
[If 'yes' continue, otherwise skip to question (f)]

e) What were your impressions of the play?

(1) _____ 202|__|__|

(2) _____ 204|__|__|

(3) _____ 206|__|__|

f) On a scale of 1 to 10 (10 being the highest) how would you rate the marketing or presentation of the Anne of Green Gables story to the public through the following media?

(1) theatre	1	2	3	4	5	6	7	8	9	10	208|__|__|
(2) museums	1	2	3	4	5	6	7	8	9	10	210|__|__|
(3) souvenirs	1	2	3	4	5	6	7	8	9	10	212|__|__|
(4) tourism promotions	1	2	3	4	5	6	7	8	9	10	214|__|__|
(5) attractions	1	2	3	4	5	6	7	8	9	10	216|__|__|

V. WINTER RECREATION

a) How often do you participate in the following types of winter recreation?
1) often 2) occasionally 3) never

1)	cross country skiing	218|__|
2)	winter nature walks	219|__|
3)	get away weekends	220|__|
4)	sleigh rides	221|__|
5)	snowmobiling	222|__|
6)	curling - spectator events	223|__|
7)	curling - as a player	224|__|
8)	curling - in tournaments	225|__|
9)	hockey - spectator events	226|__|
10)	hockey - player	227|__|
11)	hockey - tournament player	228|__|

b) Would you travel to P.E.I. during the winter months if attractive priced recreation packages were developed for the following: 1) yes 2) no

1)	cross country skiing	229|__|
2)	escape weekends	230|__|
3)	snowmobiling	231|__|
4)	curling - spectator events	232|__|
5)	curling - tournament player	233|__|
6)	hockey - spectator events	234|__|
7)	hockey - tournament player	235|__|

I. ISLAND PRODUCTS

a) Do you purchase Prince Edward Island products in your own province or state? 236\|__\|
1) yes 2) no
[If 'yes' continue, otherwise skip to Question (c)]

b) What products have you purchased?	How often? 1) regularly 2) occasionally	How would you rate the product? (scale of 1 - 10)
1)_____237|__|__|	239|__|	240|__|__|
2)_____242|__|__|	244|__|	245|__|__|
3)_____247|__|__|	249|__|	250|__|__|
4)_____252|__|__|	254|__|	255|__|__|

c) **Do you feel that fresh Island seafood is readily available in Island restaurants?**
1) yes 2) no 257\|__\|

d) Have you eaten fresh Island seafood in our local restaurants? 1) yes 2) no 258\|__\|
[If 'yes' continue, otherwise skip to Question (g)].

e) How would you rate the quality of the Island seafood product? 259\|__\|__\|
(on a scale of 1 to 10)

f) What suggestions can you offer for improvement in the promotion and/or presentation of Island seafood?

1)_____ 261\|__\|__\|

2)_____ 263\|__\|__\|

3)_____ 265\|__\|__\|

g) What other Island products do you feel deserve to be promoted more vigorously?

1) _____ 267|__|__|

2) _____ 269|__|__|

3) _____ 271|__|__|

3|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__| 287|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|
First Name Surname

3|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__

METHODOLOGY

The 1989 Tourist Exit survey was conducted from May 15 to October 31. A total of 3,068 interviews were conducted.

Time Periods

Three Seasons Were Identified:

(1) Spring season May 15 - June 11

(2) Summer season June 12 - September 12

(3) Fall season September 13 - October 31

Locations

The survey was conducted at the three major exit points:

(1) Borden

(2) Wood Islands

(3) Charlottetown Airport

Population Studied

At Borden and Wood Islands terminals, only the people in tourist vehicles were interviewed. These included non-resident cars, vans, truck campers, self-contained mobile homes and pick-up trucks.

At the airport, only exiting non-residents were interviewed.

Interviewing

At the terminals, occupants of cars were interviewed on a random basis. Depending on the traffic, vacationers in every third or fifth car were included in the survey.

At the airport, the person to be interviewed was chosen from those at the airline counter, producing an element of randomness in the selection process.

There was one interviewer at each exit point.

Strata

The following are the different strata (variables) used in obtaining the 1989 sample

(a) **Season Code**

1. May 15 - June 11 - Spring season
2. June 12 - September 12 - Summer season
3. September 13 - October 31 - Fall season

(b) **Location Code**

1. Borden
2. Wood Islands
3. Charlottetown Airport

(c) **Day Code**

1. Sunday, Holiday Monday
2. Monday, Friday, Saturday, Holiday Sunday
3. Tuesday, Wednesday, Thursday

(d) **Time Period**

Borden

1. 6:30 AM - 12:30 PM
2. 12:30 PM - 6:30 PM
3. 6:30 PM - 1:00 AM

Wood Islands

1. 5:30 AM - 1:00 PM
2. 1:00 PM - 8:30 PM

Charlottetown Airport

1. 7:30 AM - 3:00 PM
2 2:00 PM - 9:30 PM

Preparation

After the questionnaire was completed, it was tested by a supervisor at an exit point.

The interviewers then underwent a training program consisting of:

1. Interview techniques
2. Interpretation of questions
3. Coding responses
4. Each interviewer observed the interviewing techniques of a supervisor at an exit point. Each then conducted a number of practice interviews.
5. Each interviewer then carried out pilot interviews for two days.
6. A final meeting took place to discuss problems arising from the pilot program.

The survey was then conducted according to schedule.

CONTROL COUNTS

Control counts were completed at each of the exit points.

Borden

A total count of tourist vehicles by origin was obtained from the cash-register tapes at the terminal.

Wood Islands

Origin counts were done by the Visitor Information Centre staff. Approximately 80% of exiting vehicles were counted. These origin counts were applied to the total number of exiting vehicles in order to be representative of the total population.

Charlottetown Airport

Resident and non-resident counts of all exiting passengers were conducted by the interviewers during the survey period. The total number of exiting passengers was obtained from the airlines. The resident/non-resident percentage was applied to the total in order to obtain the number of exiting non-resident passengers.

WEIGHTING

The data collected from the sample was weighted in order to be representative of the total population. Weighting takes into account such factors as the number of actual interview periods in comparison to the number of possible periods in a particular stratum and the number of interviews in a specific interview period as compared to the control count of potential interviews during that time.